

Strategic opening of a new Indian Restaurant in Singapore

INTRODUCTION / BUSINESS PROBLEM:

The restaurant business is a tricky one and can depend on several factors besides the food quality . It becomes even more complex if the main cuisine of restaurant does not belong to the native country . It then becomes important to choose a location that :-

1. Targets as many customers as possible
2. Has a population base with adequate spending power
3. Has not too many competitors
4. Is accessible and visible

To be more specific , the analysis will aim to solve the problem of finding the possible locations of opening a new Indian Restaurant in Singapore

Target Audience:

This problem is mainly for a new entrepreneur who wants to start a restaurant business but can be extended to existing restaurant chains

Data Source:

The data required for this problem :

- a. Competitor data – Indian restaurants already available in singapore , and other venues data (like parks) : Foursquare API
- b. Singapore Planning areas / subzones location data:
 - https://en.wikipedia.org/wiki/Planning_Areas_of_Singapore
 - https://en.wikipedia.org/wiki/Postal_codes_in_Singapore
 - Latitude and Longitude data can be made by google searching the planning area name
- c. Geographical distribution , ethnic distribution and average monthly income data for Singapore
 - <https://www.singstat.gov.sg/find-data/search-by-theme/population/geographic-distribution/latest-data>